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Attorney's Docket No.: 10984-600001 / P-269



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Alden DoRosario et al. Art Unit : 2175
 Serial No. : 10/002,470 Examiner : Unknown
 Filed : October 23, 2001
 Title : NETWORK WIDE AD TARGETING

Mail Stop Amendment
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

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 Technology Center 2100

AMENDMENT IN REPLY TO ACTION OF JUNE 14, 2004

Please amend the above-identified application as follows:

CERTIFICATE OF MAILING BY FIRST CLASS MAIL

I hereby certify under 37 CFR §1.8(a) that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage on the date indicated below and is addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

September 14, 2004

Date of Deposit

Cassie A. Chandler

Signature

Cassie A. Chandler

Typed or Printed Name of Person Signing Certificate